

SETTING ROYALTY RATES and other Financial Terms

2 Day

Intensive

a workshop by Philip Mendes

Skills Development Workshop



Melbourne

Auckland

Sydney

Brisbane

21 & 22 May 2018

24 & 25 May 2018

28 & 29 May 2018

30 & 31 July 2018

About the Workshop

A licensor does not want to settle for a 5% royalty when the technology deserves 10%. A licensee does not want to pay a 12% royalty when the technology deserves no more than 8%. When you negotiate a license of technology you need to know what royalty rate and other financial terms you should seek (as a licensor) or pay (as a licensee).

Is an up front payment customary for a license in the specific industry sector that the technology lies? Are milestone payments customary in that industry sector?

Licensors and licensees need to determine what the royalty rate and other financial terms are that are appropriate for the specific technology being licensed.

This intense and practical skills development workshop will show you how to make that determination. It will show you:

- methodologies you should employ,
- methodologies you should not employ, and why,
- sources of public domain data and information you will need to use those methodologies
- how to use these methodologies properly and confidently
- how to reliably determine what a royalty rate and other financial terms of a license should be.

The aim of this workshop is to give you the royalty formulation tools and skills that you need to achieve better financial outcomes in your license negotiations.

It has been designed for tech transfer professionals and their advisers.

Who should attend?

Everyone involved in the negotiation of patent licenses, including:

- Technology transfer staff
- Licensing staff
- Business development staff
- Tech transfer associates
- Tech transfer analysts
- Start up companies
- Venture capital investors
- Lawyers
- Patent attorneys
- Business advisers

Your Presenter



Your presenter is Philip Mendes, an experienced licensing professional who has negotiated intellectual property licenses for over 25 years with parties in over 25 countries. Philip has negotiated some of the largest intellectual property licensing transactions arising from Australian research, measured in a number of respects including deal value, export earnings generated, and number of lives saved from new therapeutic drugs and vaccines.

Licensing transactions have been undertaken in all fields of science, including pharmaceutical, biotechnology, information technology, medical devices, diagnostics, defence and engineering technologies. Philip has negotiated with all the world's largest pharmaceutical companies, and multinational companies in other fields.

Philip is an Adjunct Professor at Queensland University of Technology, where he teaches Management and Commercialisation of Intellectual Property. He has presented in excess of 180 licensing and intellectual property related workshops throughout Asia.

Program

A detailed two page description of the program is available by clicking [here](#). Workshop highlights include:

- Identifying and evaluating the factors that influence the royalty value of a technology license
- The timing of royalty negotiations – when to start
- The structure of royalty rates and other financial terms – what is to be expected in specific industries
- Royalty rates encountered in specific industries
- Extent to which these can be relied upon
- 25% Rule: How it works, criticisms and limitations
- Ranking / rating method: How it works, assessing its utility
- Practical exercise employing the 25% Rule
- Comparables analysis or benchmarking: How it works, its reliability, sources of data to undertake the analysis
- Practical exercise: Using comparables analysis to determine the royalty rate and other financial terms for a license of a hypothetical technology
- Discounted cash flow analysis as a tool for setting royalty rates and other financial terms of a license: How it works, its reliability, sources of data to undertake the analysis
- Monte Carlo analysis and Real Options
- Practical exercise: Using discounted cash flow analysis to determine the royalty rate and other financial terms for a license of a hypothetical technology.

Registration

What registration includes

The Registration fee includes:

- attendance at the workshop for 2 days
- detailed bound course materials that will be an ongoing reference resource
- a license to use the course materials
- lunch on both days
- morning and afternoon refreshments on both days.

Registration fee

GST: Australian residents invoiced GST of 10%
New Zealand residents: GST is not applicable

Staff of universities, research institutes, Government and government agencies (all in AUD\$)	1st staff member	2nd staff member	3rd staff member	4th staff member	Each subsequent
Full registration fee	\$1,260.00	\$1,260.00	\$1,260.00	\$1,260.00	\$1,260.00
Less Group Registration discount (10% - 20% - 30%)	-	-\$126.00	-\$252.00	-\$378.00	-\$378.00
Total Registration Fee	\$1,260.00	\$1,134.00	\$1,008.00	\$882.00	\$882.00

If you catch a plane to attend our workshop, deduct 10% from the applicable registration fee.

Staff employed by a private sector organisation (all in AUD\$)	1st staff member	2nd staff member	3rd staff member	4th staff member	Each subsequent
Full registration fee	\$1,400.00	\$1,400.00	\$1,400.00	\$1,400.00	\$1,400.00
Less Group Registration discount (10% - 20% - 30%)	-	-\$140.00	-\$280.00	-\$420.00	-\$420.00
Total Registration Fee	\$1,400.00	\$1,260.00	\$1,120.00	\$880.00	\$880.00

If you catch a plane to attend our workshop, deduct 10% from the applicable registration fee.

How to register

- [Click here](#) to register at the workshop website,
- Visit www.opteon.com.au and follow the links
- Send an email to joanne@opteon.com.au



Visit us at www.opteon.com.au